

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1  
Ex 76

APR 1

Office of Cooperative Extension Work

UNITED STATES DEPARTMENT OF AGRICULTURE  
Extension Service  
Office of Cooperative Extension Work  
Washington, D. C.

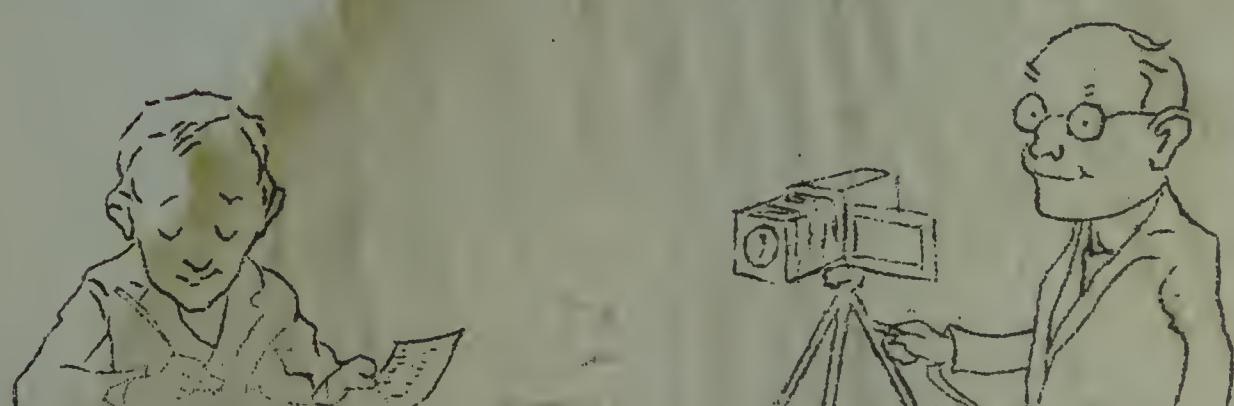
April 1

VISUAL INSTRUCTION  
AND  
EDITORIAL SECTION

S E R V I C E



Visual Instruction  
Publications  
Publicity (Information Service)  
Radio  
Photographs  
Lantern Slides  
Charts & other Illustrative Material  
Motion Pictures & Exhibits





## S E R V I C E

THE VISUAL INSTRUCTION AND EDITORIAL SECTION of the Office of Cooperative Extension Work gives service to other divisions of the Office and to field employees in the States and counties in relation to the following:

### Visual Instruction.

Lecture demonstrations. Provides personnel to give lecture demonstrations at field conferences in the preparation and use of photographs, lantern slides, charts, and other illustrative material.

Circulars. Supplies mimeographed circulars on the following subjects:

- Photographic pointers.
- Selection and use of lantern slides.
- Preparation of charts.
- Chart-making equipment and materials.
- Classification of photographs of agricultural subjects.
- Selected list of references on the preparation and use of illustrations.

Correspondence. Answers inquiries from extension workers regarding methods of visual instruction and the preparation and use of photographs, lantern slides, charts, and other illustrative material for use in extension work.

### Publications.

Editing. Edits manuscripts submitted for Department publication by Washington representatives of the Office.

Distribution. Arranges with the Department Office of Publications for supplying copies of available Department publications requested by extension workers through State extension divisions.

Field instruction. Provides personnel to give at field conferences illustrated lectures regarding desirable types of extension publications and their appropriate illustration and make-up.



Publicity (Information Service).

Press statements. Prepares and arranges with the Department Press Service for the preparation of information material regarding developments, methods, and results in extension work based on data supplied by other divisions of the Office which includes matter for publication in the Official Record, Clip Sheet, mimeographed release, and as special contributions to individual magazines and journals.

Field instruction. Provides personnel to give at field conferences illustrated lectures on the preparation of information statements relating to extension work, including a discussion of suitable subject matter, methods of presentation, and effective illustrations.

Radio.

Brings to the attention of the Bureau of Agricultural Economics requests for information from extension workers regarding Department and State radio service, receiving equipment, and the use of the radio in promoting extension work.

Photographs.

Field photographs. Provides personnel to take field photographs of extension work in cooperation with the States for the purpose of illustrating Department and State publications and publicity material and for lantern-slide and exhibit use.

Photographic reference file. Maintains a photographic reference file of 20,000 photographs on a wide variety of agricultural and home-economics subjects, making readily available to extension workers consulting the file the best available Department photographs on any given subject.

Supplying photographs at cost. Arranges for supplying at cost prints of available Department photographs on agricultural and home-economics subjects, for use in illustrating State publications and publicity material, and for lantern-slide and exhibit use.

Educational photographic panels. Prepares at cost educational photographic panels from either Department or State photographs on selected subjects that may be requested by State extension divisions.

Classifying photographs. Supplies information regarding the classification and filing of photographs and the organization of a photographic reference file.

Photographic equipment. Answers requests for information regarding suitable photographic equipment for use in extension work.



Lantern Slides.

Production. Prepares lantern-slide series on various agricultural and home-economics subjects in cooperation with subject-matter bureaus of the Department for distribution to extension workers.

Distribution. Distributes for the use of extension workers upon request of State extension divisions lantern slides on various subjects prepared in cooperation with the subject-matter bureaus.

Supplying lantern slides at cost. Arranges for supplying at cost lantern slides of available Department photographs on agricultural and home-economics subjects for the use of extension workers upon request from State extension divisions.

Lantern-slide equipment. Answers requests for information from extension workers regarding suitable equipment for lantern-slide production and projection, the coloring of lantern slides, and the effective use of lantern slides in extension work.

Charts and Other Illustrative Material.

Charts. Prepares charts for Washington representatives of the office for field and conference use.

Illustrations for publications. Prepares on request illustrations, sketches, and diagrams for Department and State extension publications.

Educational posters. Prepares upon request educational posters for use in extension campaigns and teaching.

Illustrative equipment. Answers correspondence relative to suitable materials and equipment for making charts and preparing other illustrative material.

Motion Pictures and Exhibits.

Motion pictures. Brings to the attention of the Office of Motion Pictures requests for Department films, inquiries regarding suitable projection equipment, and other requests for information regarding motion pictures received from extension workers.

Exhibits. Brings to the attention of the Office of Exhibits requests for Department exhibits and inquiries received from extension workers regarding suitable exhibits and plans for exhibition for county, State, and interstate fairs.



UNITED STATES DEPARTMENT OF AGRICULTURE  
Extension Service  
Office of Cooperative Extension Work  
Washington, D. C.

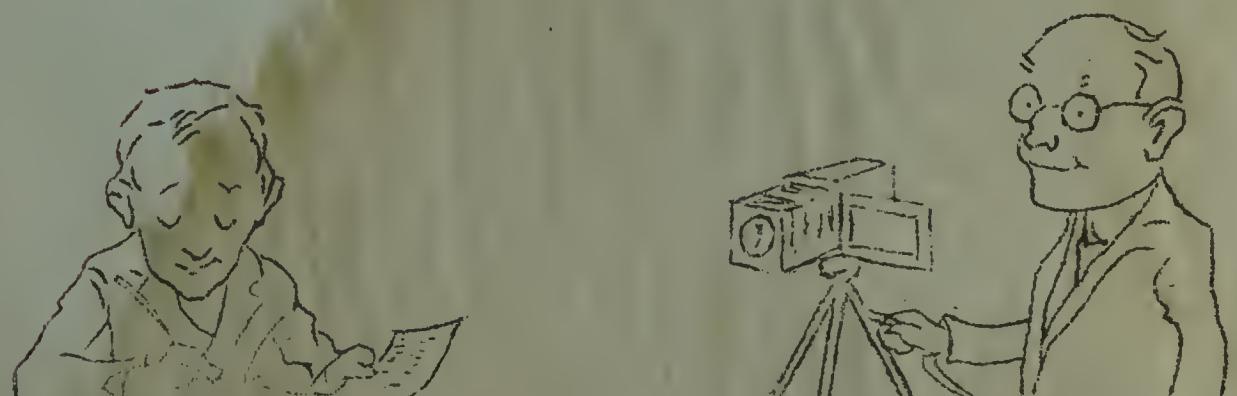
APR 1

VISUAL INSTRUCTION  
AND  
EDITORIAL SECTION

S E R V I C E



Visual Instruction  
Publications  
Publicity (Information Service)  
Radio  
Photographs  
Lantern Slides  
Charts & other Illustrative Material  
Motion Pictures & Exhibits





## S E R V I C E

THE VISUAL INSTRUCTION AND EDITORIAL SECTION of the Office of Cooperative Extension Work gives service to other divisions of the Office and to field employees in the States and counties in relation to the following:

### Visual Instruction.

Lecture demonstrations. Provides personnel to give lecture demonstrations at field conferences in the preparation and use of photographs, lantern slides, charts, and other illustrative material.

Circulars. Supplies mimeographed circulars on the following subjects:

- Photographic pointers.
- Selection and use of lantern slides.
- Preparation of charts.
- Chart-making equipment and materials.
- Classification of photographs of agricultural subjects.
- Selected list of references on the preparation and use of illustrations.

Correspondence. Answers inquiries from extension workers regarding methods of visual instruction and the preparation and use of photographs, lantern slides, charts, and other illustrative material for use in extension work.

### Publications.

Editing. Edits manuscripts submitted for Department publication by Washington representatives of the Office.

Distribution. Arranges with the Department Office of Publications for supplying copies of available Department publications requested by extension workers through State extension divisions.

Field instruction. Provides personnel to give at field conferences illustrated lectures regarding desirable types of extension publications and their appropriate illustration and make-up.



Publicity (Information Service).

Press statements. Prepares and arranges with the Department Press Service for the preparation of information material regarding developments, methods, and results in extension work based on data supplied by other divisions of the Office which includes matter for publication in the Official Record, Clip Sheet, mimeographed release, and as special contributions to individual magazines and journals.

Field instruction. Provides personnel to give at field conferences illustrated lectures on the preparation of information statements relating to extension work, including a discussion of suitable subject matter, methods of presentation, and effective illustrations.

Radio.

Brings to the attention of the Bureau of Agricultural Economics requests for information from extension workers regarding Department and State radio service, receiving equipment, and the use of the radio in promoting extension work.

Photographs.

Field photographs. Provides personnel to take field photographs of extension work in cooperation with the States for the purpose of illustrating Department and State publications and publicity material and for lantern-slide and exhibit use.

Photographic reference file. Maintains a photographic reference file of 20,000 photographs on a wide variety of agricultural and home-economics subjects, making readily available to extension workers consulting the file the best available Department photographs on any given subject.

Supplying photographs at cost. Arranges for supplying at cost prints of available Department photographs on agricultural and home-economics subjects, for use in illustrating State publications and publicity material, and for lantern-slide and exhibit use.

Educational photographic panels. Prepares at cost educational photographic panels from either Department or State photographs on selected subjects that may be requested by State extension divisions.

Classifying photographs. Supplies information regarding the classification and filing of photographs and the organization of a photographic reference file.

Photographic equipment. Answers requests for information regarding suitable photographic equipment for use in extension work.



Lantern Slides.

Production. Prepares lantern-slide series on various agricultural and home-economics subjects in cooperation with subject-matter bureaus of the Department for distribution to extension workers.

Distribution. Distributes for the use of extension workers upon request of State extension divisions lantern slides on various subjects prepared in cooperation with the subject-matter bureaus.

Supplying lantern slides at cost. Arranges for supplying at cost lantern slides of available Department photographs on agricultural and home-economics subjects for the use of extension workers upon request from State extension divisions.

Lantern-slide equipment. Answers requests for information from extension workers regarding suitable equipment for lantern-slide production and projection, the coloring of lantern slides, and the effective use of lantern slides in extension work.

Charts and Other Illustrative Material.

Charts. Prepares charts for Washington representatives of the office for field and conference use.

Illustrations for publications. Prepares on request illustrations, sketches, and diagrams for Department and State extension publications.

Educational posters. Prepares upon request educational posters for use in extension campaigns and teaching.

Illustrative equipment. Answers correspondence relative to suitable materials and equipment for making charts and preparing other illustrative material.

Motion Pictures and Exhibits.

Motion pictures. Brings to the attention of the Office of Motion Pictures requests for Department films, inquiries regarding suitable projection equipment, and other requests for information regarding motion pictures received from extension workers.

Exhibits. Brings to the attention of the Office of Exhibits requests for Department exhibits and inquiries received from extension workers regarding suitable exhibits and plans for exhibition for county, State, and interstate fairs.

